



## AN ESSENTIAL RESOURCE

Leading the Coachella Valley's commitment to strengthening expectations of a college-educated community, Cal State San Bernardino's Palm Desert Campus is the anchor university in building baccalaureate and master's degree attainment opportunities as it creates the next generation of engaged community leaders.

The region is home to a \$6 billion hospitality and tourism industry. With escalating demands for well-educated hospitality professionals, the emerging hospitality management program will be positioned to play a vital role in meeting industry expectations.

CSUSB's internationally recognized Jack H. Brown College of Business and Public Administration is at the forefront, currently offering a hospitality management certificate program for working professionals. The program is on track to offer a bachelor's degree in business administration by Fall 2020 with a full concentration in hospitality management.

## SUPPORTING A VIBRANT INDUSTRY

The Coachella Valley is home to more than 120 golf courses, numerous private clubs, ample vacation rental properties, extensive culinary experiences, and an array of popular destinations and major entertainment, sporting and film industry events, all attracting substantial audiences.

Tourism – particularly involving younger generations – is on the rise. Roughly 13.6 million visitors traveled here in 2017, a 5.5 percent increase over the previous two years. An economic impact study funded by the Greater Palm Springs Convention & Visitors Bureau revealed tourism sustains 22 percent of local employment.

Sixteen new hotels, including a mix of economical and high-end luxury brands, are expected to open over the next five years, adding more than 2,200 rooms to the region's existing 14,880.

In order to support the anticipated demand, the CSUSB Palm Desert Campus will offer educational opportunities in hospitality management, event leadership and business training.

## ESTABLISHING NEW TALENT

The CSUSB Palm Desert Campus is already raising scholarship and programmatic funding for prospective students in order to attract the best candidates to the hospitality program, giving the community's brightest and best an exceptional local option as well as enticing new talent to the region.

Participating companies can offer internships, jobs and, most importantly, a career path for these students. This will establish a rich pool of managerial talent with actual and insightful knowledge of the Coachella Valley, diminishing the need and expense of long-distance recruiting.

